

23rd of January 2026

Manager's Report JANUARY 2026

Anton & Lucy Trist



GENERAL

January has been characterised by highly variable and, at times, challenging weather conditions at Camp Waipu Cove. The peak period commenced with unsettled, rainy and windy weather leading into the New Year. This was followed by a stretch of scorching hot and sunny conditions through early to mid-January.

Unfortunately, from mid-January onwards, conditions deteriorated significantly with multiple storm events impacting Northland. MetService issued several red heavy rain warnings, and a precautionary Civil Defence State of Emergency was declared for parts of Northland due to the risk of flooding and land instability.

As a result of the severe weather warnings, the camp experienced a noticeable number of cancellations, postponements, and early departures. In response, and recognising the exceptional circumstances, management made the decision to relax the standard cancellation policy for the affected dates. Guests were offered credits for early departures or deferred arrivals where red severe weather warnings applied.



While the camp has, overall, come through this period relatively lightly compared with some other regions, our thoughts are with all those impacted across the country. In particular, we acknowledge the devastating effects of the weather on staff and guests at Mount Maunganui Holiday Park, following the tragic landslide event. This has deeply affected the wider camping community. Aside from weather-related disruptions, the summer season has progressed smoothly. The introduction of locked facilities blocks has continued to prove successful, with a reduction in breakages and improved cleanliness, as blocks are remaining in better condition for longer periods. As part of this initiative, we are currently reviewing the wristband system used to access these facilities, with consideration being given to a fabric wristband option that would offer improved comfort, durability, and environmental sustainability.



The summer events programme has been particularly successful. Two talent shows were held this season – a new addition to the events calendar. Originally scheduled as a single event, a second show was added due to strong demand and enthusiastic participation. It was encouraging to see so many children confidently taking part. The Women's Fishing Competition was brought forward from its traditional Easter timing to the 9th of January. The event was very well supported and raised over \$4,000 for the cancer charity Look Good Feel Great. Thanks must go to Marie Ackland for her organisation of the event, as well as to all volunteers and donors who contributed prizes or time. Other regular activities, including Yoga sessions, Campers Bowls Day, and Kids Activities Days, continued to be well attended and remain popular with our guests.



Planning is now underway for a busy February and March, with a number of school camps booked to stay at Camp Waipu Cove, including Kristin School, Belmont Intermediate, Springbank School, Kaipara College, and Wentworth College. Hopefully, weather conditions will be favourable, allowing these camps to proceed as scheduled. With Easter falling in early April this year, and school holidays also taking place in April, we anticipate continued high occupancy levels through to May.

As noted in the November report, plans for the new reception building were submitted to Whangarei District Council and were awaiting building consent. While consent was initially expected prior to Christmas, Council has since advised that a resource consent must be obtained before building consent can be issued.

This requirement has delayed progress on the project. Once resource consent is granted, the project can move forward into the construction phase. At this stage, the anticipated timeframe for the new reception building to become operational is around July, subject to consent approvals and construction timelines.



Recent Guest Reviews

GrandTour01046545610, Jan 2026

Best location for the beach, facilities are excellent (although maybe could do with 1 more freezer in the kitchen) Everything is clean and tidy. Friendly staff, nice family vibe. Just loving coming every year

686waynem, Jan 2026

Outstanding camp, one of the best we've ever been to. Very professional, security very good, always clean considering the hundreds of people there. Would highly recommend!

Codie-Ann M, Jan 2026

Absolutely beautiful spot, highly recommended. Have been camping at waipu cove for 33 years & will definitely be continuing our summer holidays there. Will also be staying in the cabins throughout the year. Thanks again to the waipu cove team for having me & my wee whanau.

Mandy G, Jan 2026

LOVE the campground. As a solo camper I felt super safe and the facilities are great. Waipu Cove is a magical spot and I'll be back every year. Thanks for an awesome stay!

Key Marketing Insights - December 2025



Camp Waipu Cove

Report Overview
1 Dec 2025 - 31 Dec 2025

Key Insights

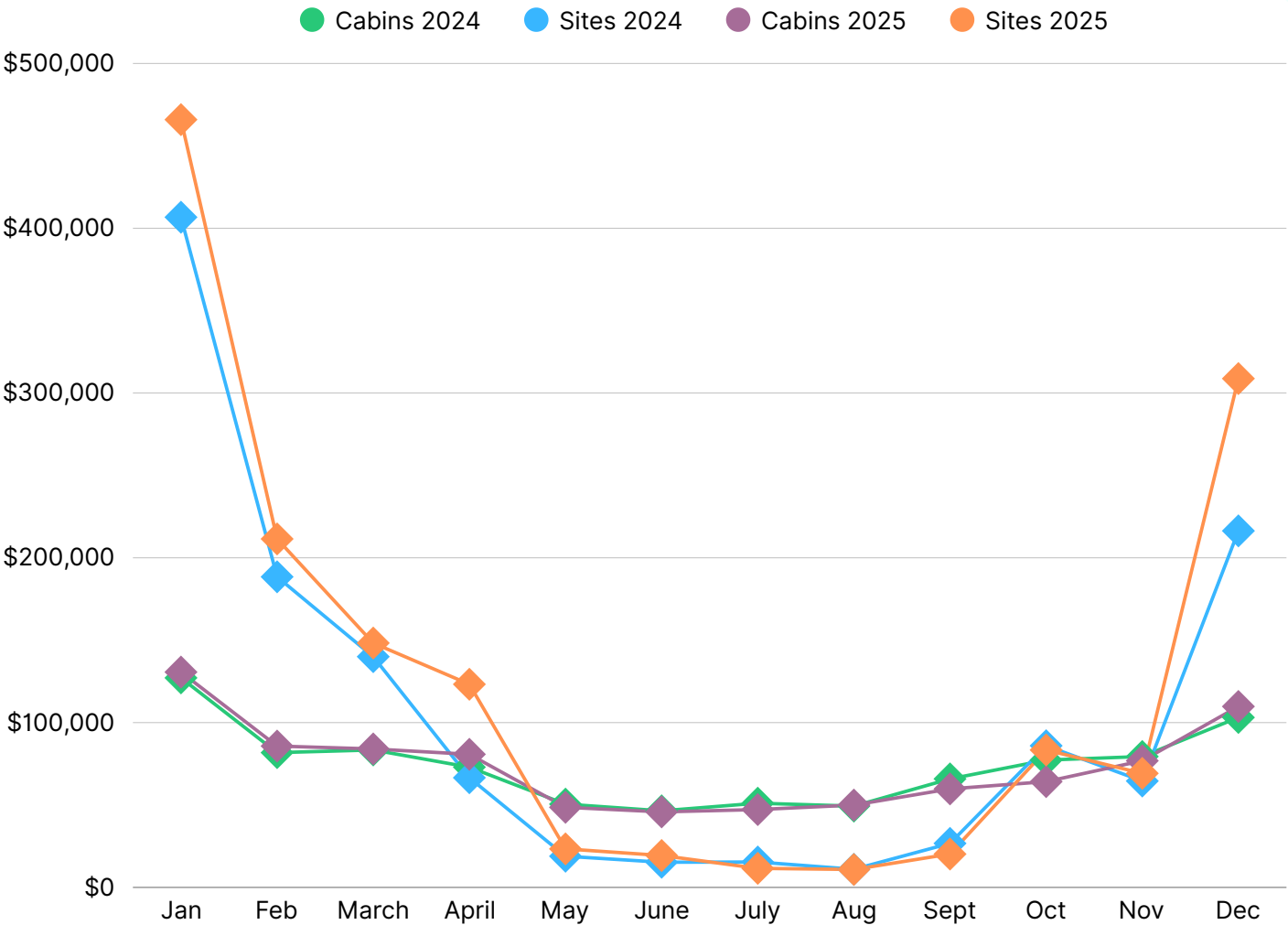
December 2025

- Your online revenue this month was **\$71,179**, which is a reported **120%** increase on the same time last year.
- The total number of bookings is up **122%**, while average booking value remained similar.
- The average off-peak revenue (Apr-Nov) over the last 12 months is **\$57,858**, surpassing our target of 55K.
- Your Google Ads return on ad spend was **5.2**, with **\$3,366** generated from **\$648** spend.
- Your social media ads continued to drive awareness of Camp Waipu Cove, reaching **29,979** people and generating **2,356** clicks. This is the highest reach and clicks your ads have generated all year, showing a higher likelihood for people to engage over the Summer.
- There were also **1,069** clicks to the booking page as a result of social media ads.

Website			Google Ads			Social Media Ads		
vs Same Time Last Year			vs Same Time Last Year			vs Same Time Last Year		
Visits	Bookings	Revenue	Clicks	Revenue	ROAS	Reach	Clicks	Booking Page
19,602	395	\$71,179	3,037	\$4,970	7.7	29,979	2,356	1,069
↑ 43.6%	↑ 121.9%	↑ 120.0%	↑ 4,878.7%	No data	↑ N/A	↑ 1,660.4%	↑ 4,263.0%	↑ 6,188.2%

November & December Revenue

2024 vs 2025



CABIN OCCUPANCY

NOVEMBER 2025 **91.87%** Down from 96.45% in November 2025

DECEMBER 2025 **98.38%** Up slightly from 97.98% in December 2025

SITE OCCUPANCY

NOVEMBER 2025 **25.22%** Up from 22.10% in November 2025

DECEMBER 2025 **59.96%** Up from 49.28% in December 2025

Summary of financial performance

From the 1st of December to 30th of December, 2025.

Key Financials

Period: December 2025 vs December 2024

Item	December 2025	December 2024	Variance	Comments
Revenue	\$372,057	\$295,922	+ \$76,135	Strong peak-season trading driven by casual site demand and high occupancy
Payroll (Wages + KiwiSaver)	\$74,736	\$69,834	+ \$4,902	Peak-season staffing requirements and higher wage rates
Expenses (total operating)	\$136,560	\$153,017	- \$16,457	Lower overall costs despite higher activity
Surplus / (Deficit)	\$209,266	\$148,555	+ \$60,711	Higher trading income combined with strong cost control
Other Income	\$3,875	\$38,116	- \$34,241	Lower interest income due to term deposit structure

FINANCIAL

December was a strong peak-season month compared with the same period last year. Income increased significantly, driven by very strong casual site demand and high cabin occupancy. The continued absence of ASH revenue had no negative impact on overall performance, with growth in revenue streams more than offsetting its removal. Operating costs were well controlled despite higher activity levels, supporting a stronger operating result for the month.

Summary of financial performance

From the 1st of December to 31st of December, 2025.

Per Unit Revenue

- Casual sites (204): \$1,330
- Cabins (16 units): \$5,957

Revenue

Cash in Bank as at 23/01/26 - \$2,565,484.00

- Income up \$76.1k compared to December 2024, driven primarily by strong peak-season demand.
- Casual site fees up \$80.4k, reflecting high occupancy and fee's.
- Cabin revenue increased \$6.0k in total, with both kitchen and self-contained units contributing to growth.
- Interest income decreased \$34.3k, reflecting changes in term deposit balances and investment structure.

Expenses

- Operating expenses ↓ \$16.5k overall compared with December 2024.
- Utilities: Electricity (+\$1.2k)
- Wages and KiwiSaver: ↑ \$4.7k due to peak-season staffing requirements and increases.
- Cleaning consumables: ↓ \$4.0k
- Maintenance: Lower across multiple categories (buildings, electrical, grounds, reserve).

Summary & Outlook

December produced a strong operating surplus, significantly ahead of the same period last year and in line with expectations for the peak summer period. Main income streams (casual sites and cabins) are our main revenue drivers.

Forward bookings remain strong, cashflow generation is healthy, and the overall outlook for the remainder of the summer season remains very positive, supporting ongoing infrastructure development, sustainability initiatives, and long-term financial resilience.



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